INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

Docket Number (Optional)
WD2-98-

Application Number

Not Yet Assigned

Applicant(s)

Jay S. WALKER et al.

Filing Date
Not Yet Assigned

Group Art Unit

Not Yet Assigned

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
9m	A.	4,603,232	07/29/86	KURLAND ET AL.	1		1
9 m	В.	4,752,675	06/21/88	ZETMEIR			
9AR	C.	5,634,101	05/27/97	BLAU			
9AL	D.	5,682,429	10/28/97	CORDERY ET AL.	·		
9AV	E.	5,793,972	08/11/98	SHANE			
9An	F.	5,794,210	08/11/98	GOLDHABER			
9m	G.	5,805,810	09/08/98	MAXWELL	1		
				FOREIGN PATENT DOCUMENTS			

	REF	DOCUMENT NUMBER	DATE	COUNTRY		ASS	SUBCLASS		Translation	
REF		DOCUMENT NUMBER	DATE	COUNTRI	<u> </u>	2433	SUBCLASS		YES	NO
GAIL	н.	WO 97/23838	07/03/97	PCT						
gro	I.	WO 97/24678	07/10/97	PCT						
		·								
						1		,		

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

Jane Hodges, "HOLDING E-MAIL ACCOUNTABLE", (http://www.acxiom.com), Copyright Date January/February 1997.

J.

Ken Magill, "DMI ROLLS OUT ACXIOM PREFERRED MAIL", (http://www.acxiom), Copyright Date October 13, 1997.

K.

EXAMINER A. R.

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

Docket Number (Optional)

WD2-98

Application Number

Not Yet Assigned

Jay S. WALKER et al.

Filing Date

Not Yet Assigned

Group Art Unit
Not Yet Assigned

*EXAMINER INITIAL	OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)						
GAR	L.	"ACXIOM PREFERRED MAIL GENERATES DRAMATIC INCREASE IN DIRECT MARKETING RESPONSE RATES", (http://web.lexis-nexis.com), Copyright Date October 6, 1997.					
984	M.	"ARE CONSUMERS, BUSINESSES READY FOR E-MAIL MARKETING?", (http://www.acxiom.com) Copyright Date November 1997.					
9AF	N.	"ACXIOM/DIRECT MEDIA, INC. OFFERS COMPLETE SOLUTION FOR INTERNET DIRECT MARKETERS; COMPANY PROVIDES "ONE-STOP-SHOPPING" FOR INTERNET DM CAMPAIGN MANAGEMENT", (http://web.lexis-nexis.com) Copyright Date May 11, 1998.					
9ML	О.	"POSTAL PRODUCTS", (http://www.acxiom.com) Download Date November 30, 1998.					
9 <i>p</i> n	P.	"MERGE PURGE SERVICES", (http://www.acxiom. com) Download Date November 30, 1998.					
9m	Q.	"NATIONWIDE DATA SERVICES", (http://www.acxiom.com) Download Date February 25, 1999.					
GAOL	R.	"AAA BEST MAILING LISTS", (http://www.bestmailing.com) Download Date February 25, 1999.					
EXAMINER .	1	DATE CONSIDERED					

*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

11/01/01

	-	4	·		Docket Number (Optional) WD2-98-0	Application Number 09/2	#5					
	INFO		DISCLOSUR. al sheets if necessar	ITATION	WD2-98-0 09/267,489 7 1							
		•	AT P	E		Filing Date March 11, 1999		Group Art Unit				
				7 1 1838 8	U.S. PAT	ENT DOCUMENTS						
*EXAMINER INITIAL				DATE		NAME CLASS		SUBCLASS	FILING DATE			
ENTIAL			TOWN &	TRADEMARI					IF APPRO	OPRIATE		
												
								<u> </u>				
		<u>.</u>	<u></u>									
												
									_			
												
			,				-					
	<u> </u>				FOREIG	N PATENT DOCUMENTS						
	REF	REF DOCUMENT NUMBER		DATE		COUNTRY	CLASS	SUBCLASS	Translation YES NO			
									TES	, NO		
		<u>!</u>				_		Date, Pertinent Pa	_			
"PRO CD TAKES PRIDE IN 1996 ACCOMPLISHMENTS; ANTICIPATES FUTURE GROWTH; ACQUIT ACXIOM (R) AND THIRD PARTY ENDORSEMENTS ENRICH BRAND," PR Newswire, Financial News December 30, 1996.							QUISITIO ews Section	N BY				
EXAMINER A. R						DATE CONSIDERED						
			sidered, whether o			ce with MPEP Section 609; Dr	aw line thro	ugh citation if not	in conform	ance and		